



TOURISM MARKETING AND THE MOTIVATIONS OF TRAVEL

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Abstract

Tourism and marketing tourism are interesting among businesses and the use of advertising standards to the business need to address at any rate seven significant sub-parts or measurements; travel, transportation, settlement, catering, travel agencies, attractions, and merchandisers, Each of these requires the work of promoting capacities, in entire or partially, which are diverse yet they should be facilitated and coordinated one with the other. Travel agencies, for instance, are chosen by clients to arrive at a chosen goal where they are bolstered, protected at that point engaged by an assortment of undertakings and related services. In this way the marketing action should be multifaceted and coordinated toward various client targets. The surprising angle about cruise ship tours. The methodology of our research consists of administering a questionnaire to 30 travel agencies in Tunisia to get an idea on the perception of tour operators about the promotion of offers to European countries. The variable considered decisive for having the intention of travel is to have an offer for a destination towards the countries of Europe with a reasonable and cheapest price.

Keywords: Tourism, marketing, destination, travel, trip

INTRODUCTION

A significant measurement in the travel industry is alluded to as the goal condition. It normally dwells in a wonderful, characteristic setting and commonly is described by regular excellence or as in the three Ss, sun, sand, and surf. Anyway the arrangement or setting is currently past the development phase of the item life cycle and contends with many destinations worldwide in the beta-economy area where cost and utility are the rule determinants. It lives in the period of



mass promoting, which never again guarantees achievement. The rule support of promoting is to make esteem. The travel industry showcase is certainly not a solitary mass gathering of occasion revelers searching for a fun asylum but instead is contained many various people each with their own specific target and need fulfillment objective. Each of these has their own view of their needs and needs and each recognizes some an incentive in the item/administration being advertised. The procedure that each measurement in the travel industry must apply is that of making an incentive in the impression of clients about their specific advertising.

Importance of Marketing

Marketing is one of the most significant capacities any enterprise can have. On the off chance that a company is a car, At that point, marketing is the engine and advertising and finance are the fuel (Lilien & Rangaswamy, 1998). The fact that a control that plans to associate shoppers and associations must be seen as invaluable by the two sides (Grönroos, 2009) to be compelling. Be that as it may, the overwhelming view of promoting is negative. As Rancher (1967) puts it: no one needs their girl to wed an advertising man. The "marketing men" themselves generally saw promoting as a tool kit for selling items, and saw themselves as blenders of fixings who take part in "designing innovatively a blend of advertising methods and approaches in his endeavors to create a beneficial undertaking" (Borden, 1964) Borden likewise contends that marketing chiefs blend 12 fixings: item arranging, evaluating, marking, dissemination channels, individual selling, publicizing, advancements, bundling, show, overhauling, physical dealing with, reality finding, and investigation. An abbreviated rendition is currently broadly known as the 4Ps, where item is comprehended to envelop the improvement, plan, marking, alteration, and end of items, value represents setting the cost for items thinking about costs, request, and rivalry, advancement covers publicizing, deals, advancement and advertising and spot alludes to circulation channels choices (McDonald, 2007).

In spite of the fact that Borden underscores the significance of the marketing, the cooperation with the client was not generally observed just like the way to progress. Rather, marketing was viewed as fundamentally item based and exchange situated (Grönroos, 1996). The previous hardly any decades have been portrayed by a continuous discussion about what promoting hypothesis (Maclaran et al., 2010). This prompted a few arrangements of such capacities. In the twentieth century new ways of thinking stressed the administrative point of view on the merchant's side which are still being used today, for example, the advertising blend (Borden, 1964), advertise division and the item life cycle (Wasson, 1960, Smith, 1956). Two different schools that stay significant are the customer conduct school of advertising, which center around the model's improvement of purchaser conduct and depend vigorously on mental

and sociological speculations, and the trade school, which perspectives promoting as the trading of monetary qualities (Cetin & Yarcın, 2017; Ester, 2012).

Briefly, marketing is what makes the phone ring with a customer who is ready to buy. Once that happens, the job of marketing is more or less done. Meanwhile, there is a substantial amount of overlap between marketing and advertising, as well as a substantial amount of overlap between marketing and sales. However, unlike advertising, marketing does not necessarily involve a “call to action.” And unlike sales, the effectiveness of marketing cannot be easily measured in terms of revenue. The closest parallel with marketing is found in the area of diplomacy, where diplomats seek to cultivate a positive reputation with decision makers and use “soft power” to persuade people. Marketing is also similar to espionage, in that people who specialize in marketing typically gather actionable intelligence for people who specialize in advertising and sales (Coccossis & Mexa, 2017).

Development of Marketing

The term marketing has been being used throughout the previous 30 years or something like that. The advancement of promoting in reality is the result of certain social and business pressures. In 1960, Keith referenced that the developing acknowledgment of shopper direction will have extensive ramifications for business, accomplishing a virtual insurgency in financial reasoning. Despite the fact that the word promoting came into usage in the twentieth century, at first it was connected with various approximately related variables for accomplishing a deal. Purchaser direction, as indicated by Keith, began to be acknowledged as a business idea just from the 1950s.

Gilbert and Bailey referenced three particular stages in the advancement of advertising and present day strategic policies: 1) In the creation time organize, the administration center was around expanding effectiveness of generation and supply of items to the business sectors with the accentuation on reliably decreasing expenses. This implied building up an institutionalized item to be offered at the most reduced cost. Prologue to Tourism Promoting Item Life Cycle implies that an item goes through a particular succession of stages: Stages Deals Early stages: low Development: quickly ding Development: top Decrease: decay Understandingourism 2) The second was the business time organize. Under this stage, the association endeavored to Market impact request by receiving progressively compelling methods for selling and expanding their insight about various markets to improve their business procedures. 3) The prior two phases got turned around in the third stage for example the marketing time. The significant move came when associations began to create what they could sell instead of endeavoring to sell what they delivered. This was the buyer situated

methodology. The customers' needs, tastes and fulfillment were perceived as the key factors in arranging and structuring of the item which the association was to deliver and offer. There were different elements that prompted the development of the promoting time which have been depicted by John Fletcher, Chris Cooper, David Gilbert, and Stephen Wanhill in connection to marketing tourism in their book *The Marketing Tourism Standards and Practices*: 1) The increments sought after were at a lower rate than the ascents in efficiency. For instance, there was an oversupply of: settlement at specific goals, air ship situates on significant courses, and marketing tourism providers. The challenge in the business sectors alongside the dangers. The requirement for endurance and development drove marketing tourism services towards shopper direction. They chose their business sectors, endeavored to inkstand the consumer's needs and tastes, and began planning items which fit the consum. 2) The obtaining intensity of the purchaser was going up and a need was felt to step techniques for making and changing consumer dispositions and convictions. 3) The expansion in movement, especially the rise for the long stretch explorer, made the requirement for advertising research with respect to data on marketing patterns, understanding purchaser conduct and assessing the degrees of fulfillment of the clients of tourism marketing items and administrations. 4) Financial and social improvement prompted the division of the mass market into particular objective markets. The business in marketing tourism was overwhelmed by little organizations for whom it was hard to reach and oblige the mass market. This further supported the requirement for obliging chosen target markets. Today, advertising methods are utilized by for all intents and purposes all portions of the travel industry which incorporate both\ benefit making and non-benefit making associations. In a manner the progressions which have been occurring in connection to the buyer frames of mind, marketing powers, and the makers of the travel industry items have made it basic to embrace promoting procedures or else it is hard for the association to get by in the aggressive circumstances (Connell et al, 2009; Edgell, 2016).

Features of Tourism Marketing

The promoting of tourism marketing is unique in relation to items, rent items since tourism marketing is an assistance product where as opposed to selling physical merchandise an impalpable encounter is sold. Be that as it may, quickly we by and by notice certain parts of the marketing tourism product. It is absurd to expect to assess or show the marketing tourism product ahead of time. This is on the grounds that the administrations are expended and felt simultaneously. The traveler purchases the item as well as feeling the item, and is associated with it. Market The tourism product is a blend of a few services. In the planning and bundling of

a travel industry product various middle people are included. Terrible involvement with one level can ruin the whole picture of the item or administration. The interest in tourism marketing is exceptionally versatile and regular in nature.

A portion of the issues perceived by the tourism marketing for the motivations behind advertising are there in light of its own absence of endeavors in the region. For instance, not many in the business go for statistical surveying as the business is commanded by independent venture, which needs both aptitude just as assets for receiving an advertising approach. More often than not a transient viewpoint is embraced instead of a long-haul approach. The nearness of an excessive number of mediators impacts quality controls and prompts customer disappointment. The asset crunch impacts the marketing endeavors, especially for making the nearness in the universal markets. The methodology received by the associations is to bargain through mediators as opposed to moving toward the market without anyone else. The purchaser of marketing tourism items and services later on will be not quite the same as that of today. The rise of specific, the travel industry is going to make more requests on the business in connection to the purchaser needs. Rivalry is as of now on the expansion, and henceforth increasingly more customer fulfillment will be the way to progress. A significant test for the marketing tourism promoting is coming as customer insurance laws and eco-accommodating goals. Time isn't far when disregarding the best marketing endeavors if customer insurance and unpolluted condition don't frame a piece of the advertising bundle, the goal, item, or administration will undoubtedly be antagonistically affected.

RESEARCH METHODOLOGY

To answer the problems of our research which consists in answering our problem, this is how motivates the African countries to visit the European countries as a tourist. We administered a questionnaire for 30 travel agencies in Tunisia to get an idea on the perception of tour operators on the promotion of offers to European countries.

The note hypotheses sought are the scholars:

- H1: Majority of tourists intend to travel to a European country
- H2: Attractive culture is the main intention of the customer to travel to a European country
- H3: Nature Tourism impact positively the intention of the customer to travel to a European country
- H4: Economic cost is the main cause of intention to travel to a European country
- H5: Easy language is the reason to have the intention to travel to a European country

RESULTS AND DISCUSSION

To validate hypothesis H1, we administered a survey with a five-point Likert scale 1 strongly disagree, 2 disagree, No opinion, 4 agree and 5 strongly agree. From Table 1, we confirm this hypothesis. Indeed, the majority of customers confirm that they are interested in traveling (43.3% agree and 23.3 totally agree in total 66.6% agree).

Table 1: Intention to travel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	6.7	6.7	6.7
	Disagree	2	6.7	6.7	13.3
	No opinion	6	20.0	20.0	33.3
	Agree	13	43.3	43.3	76.7
	Strongly agree	7	23.3	23.3	100.0
	Total	30	100.0	100.0	

Table 2: Attractive of culture

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	13.3	13.3	13.3
	Disagree	7	23.3	23.3	36.7
	No opinion	9	30.0	30.0	66.7
	Agree	5	16.7	16.7	83.3
	Strongly agree	5	16.7	16.7	100.0
	Total	30	100.0	100.0	

According to table 2, 33,4% consider that the attraction of culture is not very important for tourists in order to travel to the countries of Europe.

Table 3: Attractive of Nature

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	6.7	6.7	6.7
	Disagree	3	10.0	10.0	16.7
	No opinion	2	6.7	6.7	23.3
	Agree	15	50.0	50.0	73.3
	Strongly agree	8	26.7	26.7	100.0
	Total	30	100.0	100.0	

According to Table 3, 76,7% consider the attraction of nature to be a variable that encourages people to travel. Therefore, nature is very important variable to encourage tourists to travel in first degree and in second degree of importance is the economic travel and cheaper in percentage of 66,7% according to table 4.

Table 4: Economic and Cheap Travel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	6.7	6.7	6.7
	Disagree	5	16.7	16.7	23.3
	No opinion	3	10.0	10.0	33.3
	Agree	9	30.0	30.0	63.3
	Strongly agree	11	36.7	36.7	100.0
	Total	30	100.0	100.0	

Table 5 : Easy language

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	20.0	20.0	20.0
	Disagree	6	20.0	20.0	40.0
	No opinion	2	6.7	6.7	46.7
	Agree	6	20.0	20.0	66.7
	Strongly agree	10	33.3	33.3	100.0
	Total	30	100.0	100.0	

According to table 5, easy language is considered an important variable for half of our sample, which is made up of 30 travel agencies of which 53,3% consider that easy language is an element considered important by travelers who have the intention to travel.

Table 6: Model Summary

Change Statistics						
Model	R Square		F Change	df1	df2	Sig. F Change
	Change					
1	0.663 ^a		12.282	4	25	0.000

a. Predictors: (Constant), Easy language, Nature, Attractive culture, Economic

Table 7 : Coefficients^a

Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	.979	.623		1.572	.129
	Attractivculture	.152	.140	.147	1.087	.287
	Nature	.356	.124	.372	2.868	.008
	Economic	.378	.122	.441	3.113	.005
	Easylanguage	-.122	.091	-.159	-1.336	.194
		Number of observation		30	Adjusted R Square	0,663

a. Dependent Variable: Intention to travel

According to table 7, we proceed to the validation of the four remaining hypotheses. In order to validate hypothesis N2, H2: Attractive culture is the main intention of customer to travel to a European country, we opted for a regression between the variable attractive culture and the intention to travel to the countries of Europe. This assumption is not valid, since student's t equal to 1.087, which is less than 2.79 and the significance rate equal to 0.287, which is greater than 5%. On the contrary, the hypothesis H3: Nature Tourism impact positively the intention of Customer to travel to a European country is confirmed since it equals 2.868 and the significance rate equals .008 which is less than 5%.

The hypothesis H4: Economic cost of travel intention is the main cause of traveling to Europe is the most significant hypothesis since t of student is the highest equal to 3.113 and the significance rate equal to .005, which is clearly lower than 5 %. So the most important and considered criterion for traveling is to have the opportunity of a cheaper offer to be encouraged in order to travel. The hypotheses N5: Language is easy to understand is the reason to travel to Europe country is not confirmed since t of student eagle at -1.336 and the significance rate equal to 0.194, which is greater than 5%.

CONCLUSION

This study shows that the majority of travel agencies confirm that the majority of customers who visit their agencies have the intention and are interested in travel to European countries. The variable considered decisive for having the intention of travel is to have an offer for a destination towards the countries of Europe with a reasonable and cheapest price. However, the

attractiveness of nature and the easiness of communication and understanding the language of country to visit affects directly and positively the intention of prospects in order to travel to European countries. The attraction of culture is not considered to be a determining factor in choosing the destination for European countries.

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